

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 191-2004



To: Mayor David Dermer and
Members of the City Commission

Date: July 20, 2004

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read 'Jorge M. Gonzalez'.

Subject: Cultural Arts Council Recommendations

This Letter to Commission is intended to provide you with an update on the Cultural Arts Council's (CAC) annual grant and budget cycle and a number of recommendations that they have made with regard to cultural facility operations and other programs of work proposed by the CAC.

As you know, in February of each year the CAC begins their annual grant cycle and budgeting process as part of the City's overall budget process. In order to accomplish a variety of goals, the CAC created three task forces (Finance, Facilities, and Marketing and Communications) to work simultaneously on a number of objectives.

Finance Task Force

The Finance Task Force along with the full CAC reviewed and recommended the following FY 04/05 budget (see attached for a detailed budget):

Budget Highlights

- \$212,408 for administration and operating expenses
- \$602,169 in cultural grants, which includes an additional \$102,169. This represents a 20% increase over FY 03/04 grant funds.
- \$146,200 towards a marketing initiative developed by the Marketing and Communications Task Force to better promote the arts in our community
- \$50,000 towards the Cultural Endowment

The additional cultural grants funding of \$102,169 in FY 04/05 went towards Artistic Disciplines, Arts & Cultural Education and Cultural Presenters Grant Programs, which increased the Panels' recommended awards by 40%, up to the Category cap or the cultural organization's requested award amount (reference attached spreadsheet for FY04/05 grant awards). This is a significant increase for the cultural organizations and will prove to be invaluable in enhancing the cultural fabric of the community. With the exception of one applicant, the CAC has been praised for the manner in which this year's grant process was handled and for the professionalism of the panels.

Facilities Task Force

The CAC and the Facilities Task Force made a number of recommendations regarding cultural facility operation and requested that they be forwarded to the City Commission for your consideration.

1. Creation of an Arts Incubator Program for use of the available office spaces located in the Byron Carlyle Theater. The intent of the program is to provide subsidized office space to new arts organizations. The program will have an application process and panel review

similar to the cultural grants program. At the present time there are approximately two office spaces available.

2. The unfinished portion of the Byron Carlyle Theater should be analyzed to determine highest and best use in relation to the theater. Such analysis should include a complex which contains retail establishments, rehearsal space for the theater, and potential artist housing. The Cultural Arts Council recommends that the City hire a consultant to look at the aforementioned options to maximize the functionality of the building as a whole.
3. Bring both the Little Acorn Theater and the Carl Fisher Clubhouse under the new facility management system between the City and SMG, which is managed by the Tourism and Cultural Development Department.
4. Rename the Acorn Theater to the Carl Fisher Theater in order to present a more cohesive picture of the venue space inclusive of the Carl Fisher Clubhouse. Further research will be done for a recommended name and to determine proper method for renaming the facility. The CAC did make a recommendation to rename the facility at that time.
5. The Tourism and Cultural Development Department was recently informed that discussions are taking place to determine the feasibility of constructing a skate park on the site which currently contains the 21st Street Bandshell. The Cultural Arts Council believes a Skate Park is not an appropriate use for this cultural area and that the bandshell space should be studied in order to determine the best cultural use.
6. Over the summer and fall of 2004, an incentive based grant program for use at the Miami Beach performing venues will be drafted for inclusion in the fiscal year 2005/2006 grant cycle.
7. Approved the amendment to the Management Agreement between SMG and the City to include the Byron Carlyle, Colony and the Acorn Theaters, as well as the proposed rental rates for the three facilities and recommended approval by the City Commission at their July 28, 2004 meeting.

Marketing and Communications Task Force

Finally, the CAC has developed a full marketing and public relations plan that includes coordinated information exchange among stakeholders, increasing awareness of Miami Beach's cultural "capital" – investment, programs, and facilities, as well as positioning the City of Miami Beach as a place with significant cultural activity. This will be accomplished through an external marketing communications consultant/agency that will develop and implement these public relations and basic marketing efforts. Additionally, a redesign of the cultural affairs website will be undertaken to improve functionality and visibility of cultural arts.

Some of the aforementioned recommendations are reflected in City and CAC budget for fiscal year 2004/2005. Additionally, other recommendations are under consideration and may be brought back to the Commission for action at a future date.

Should you have any questions, please feel free to contact me.

JMG/CMC/mas

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C: Christiana M. Cuervo, Assistant City Manager
Max Sklar, Acting Tourism and Cultural Development Director
Bill Baites, Cultural Affairs Program Manager

CITY CLERK'S OFFICE

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RECEIVED

The Miami Beach Cultural Arts Council

FY 2004/2005

Department Budget
Approved FY 0304

**Recommended
Budget**
FY 0405

REVENUES

CAC Interest	\$	250,000.00	\$	250,000.00
6% Share of GMCVB Incentive	\$	360,000.00	\$	324,000.00
GMCVB Prepaid Share/Additional CMB Resort Tax	\$	152,000.00	\$	152,000.00
Quality of Life Funds	\$	-	\$	285,527.00
Grants Carry Forward	\$	7,750.00		
Facilities Carry Forward	\$	123,638.00	\$	102,911.71
TOTAL	\$	893,388.00	\$	1,114,438.71

EXPENDITURES

Administration				
Salaries	\$	110,178.00	\$	115,376.00
Pension - 401A	\$	10,571.00	\$	10,571.00
Pension - City Contribution	\$	-	\$	-
Pension - Bond Payment	\$	-	\$	-
Insurance	\$	6,250.00	\$	6,250.00
Accum Leave Payment	\$	-	\$	-
Other Fringe Benefits	\$	1,533.00	\$	1,533.00
Operating Expenses	\$	32,603.00	\$	60,543.00
Internal Service Charges	\$	16,075.00	\$	16,135.00
Capital	\$	-		
Total Administration	\$	177,210.00	\$	212,408.00
Other				
Marketing	\$	91,790.00	\$	146,200.00
Endowment (current level: \$920,000)	\$		\$	50,000.00
Cultural Grant Programs	\$	500,750.00	\$	500,750.00
Additional Cultural Grants Funding	\$		\$	102,169.00
Carry Forward Cultural Grants	\$	-	\$	-
Facilities - Colony Theater Renovation	\$	123,638.00	\$	102,911.71
Total Other	\$	716,178.00	\$	902,030.71
TOTAL	\$	893,388.00	\$	1,114,438.71

Surplus/(Deficit)	\$	-	\$	-
BUDGETED POSITIONS		2		2

FY 04/05 Recommended Grant Awards

	FY 03/04 Award	FY 04/05 Requested	Panel Recommendations	Additional 40% up to Category Cap or Requested	FY 04/05 Award Totals
Theater and Film					
1 Ctr for Advancement of Jewish Education - Film Festival	\$ 5,500	\$ 20,000	\$ 4,000	\$ 1,600	\$ 5,600
2 Entertainment Industry Incubator - Film Contest	\$ 5,500	\$ 10,000	\$ 7,000	\$ 2,800	\$ 9,800
3 Fantasy Theater Factory	\$ 6,500	\$ 20,000	\$ 12,000	\$ 4,800	\$ 16,800
4 Ft. Lauderdale Children's Theater	n/a	\$ 20,000	\$ -	\$ -	\$ -
5 Gold Coast Theater	\$ 10,000	\$ 20,000	\$ 5,000	\$ 2,000	\$ 7,000
6 Miami Beach Film Society	\$ 4,000	\$ 10,000	\$ 10,000	\$ -	\$ 10,000
7 South Beach Gay Men's Chorus - Musical Theater	\$ 5,000	\$ 10,000	\$ 8,000	\$ 2,000	\$ 10,000
Total	\$ 36,500	\$ 110,000	\$ 46,000	\$ 13,200	\$ 59,200
Dance					
1 Black Door Dance Company	n/a	\$ 20,000	\$ 5,000	\$ 2,000	\$ 7,000
2 Dance Arts Foundation - Isadora Duncan Ensemble	\$ 6,000	\$ 10,000	\$ 7,400	\$ 2,600	\$ 10,000
3 Dance Now! Ensemble	\$ 7,977	\$ 20,000	\$ 9,000	\$ 3,600	\$ 12,600
4 Freddick Bratcher Dance Company	n/a	\$ 10,000	\$ 5,000	\$ 2,000	\$ 7,000
5 Miami Contemporary Dance Company	\$ 5,977	\$ 9,340	\$ 5,000	\$ 2,000	\$ 7,000
6 Maximum Dance Company	n/a	\$ 20,000	\$ 9,000	\$ 3,600	\$ 12,600
7 Miami Dance Machine	\$ 4,000	\$ 10,000	\$ -	\$ -	\$ -
8 Mid-Eastern Dance Exchange	\$ 6,000	\$ 20,000	\$ 5,000	\$ 2,000	\$ 7,000
9 Momentum Dance Company	\$ 10,977	\$ 20,000	\$ 12,600	\$ 5,040	\$ 17,640
Total	\$ 40,931	\$ 139,340	\$ 58,000	\$ 22,840	\$ 80,840
Music					
1 Florida Grand Opera	\$ 6,500	\$ 20,000	\$ 7,000	\$ 2,800	\$ 9,800
2 Miami Symphony Orchestra	\$ 4,000	\$ 20,000	\$ 7,000	\$ 2,800	\$ 9,800
3 Miami Choral Society	\$ 4,000	\$ 15,000	\$ 7,000	\$ 2,800	\$ 9,800
4 Patrons of Exceptional Artists - Int'l. Piano Festival	n/a	\$ 20,000	\$ 7,000	\$ 2,800	\$ 9,800
5 South Beach Chamber Ensemble	\$ 5,000	\$ 10,000	\$ 7,000	\$ 2,800	\$ 9,800
Total	\$ 19,500.00	\$ 85,000	\$ 35,000	\$ 14,000	\$ 49,000
Cultural Anchors					
1 ArtCenter/South Florida	\$ 25,000	\$ 25,000	\$ 25,000		
2 Bass Museum of Art	\$ 25,000	\$ 25,000	\$ 25,000		
3 Jewish Museum of Florida	\$ 25,000	\$ 25,000	\$ 25,000		
4 Miami City Ballet	\$ 25,000	\$ 25,000	\$ 25,000		
5 Miami Design Preservation League	\$ 25,000	\$ 25,000	\$ 25,000		
6 New World Symphony	\$ 25,000	\$ 25,000	\$ 25,000		
7 Wolfsonian - FIU	\$ 25,000	\$ 25,000	\$ 25,000		
Total	\$175,000	\$175,000	\$ 175,000		
*Cultural Tourism (VCA & CAC each fund 50,000)					
1 Art Deco Weekend, Inc.	\$ 10,000	\$ 20,000	\$ 15,000		
2 Brazilian Film Festival of Miami	\$ 15,000	\$ 20,000	\$ 15,000		
3 International Ballet Festival of Miami	\$ 10,000	\$ 20,000	\$ 15,000		
4 Miami Gay & Lesbian Film Festival	\$ 15,000	\$ 20,000	\$ 20,000		
5 Miami International Film Festival - MDC	\$ 15,000	\$ 20,000	\$ 20,000		
6 Miami Hip Hop Exchange - Miami Light Project	\$ 10,000	\$ 20,000	\$ 15,000		
	\$ 75,000	\$ 120,000	\$ 100,000		
*Total:		\$ 120,000	\$ 50,000		
Arts & Cultural Education					
1 Arts for Learning/Miami	\$ 10,000	\$ 20,000	\$ 11,000	\$ 4,400	\$ 15,400
2 Behind the Curtain, Inc.		\$ 10,000	\$ -	\$ -	\$ -
3 Center for Folk and Community Art	\$ 5,977	\$ 10,000	\$ 7,790	\$ 2,210	\$ 10,000
4 Clarita Filgueiras Flamenco Puro	n/a	\$ 10,000	\$ -	\$ -	\$ -
5 Greater Miami Youth Symphony	\$ 4,000	\$ 5,575	\$ 5,000	\$ 575	\$ 5,575
6 Holocaust Memorial	n/a	\$ 20,000	\$ 6,000	\$ 2,400	\$ 8,400
7 Louis Wolfson II Florida Moving Image Archive	\$ 6,000	\$ 20,000	\$ 6,000	\$ 2,400	\$ 8,400
8 Miami Beach Community Development Corp.	n/a	\$ 20,000	\$ -	\$ -	\$ -
9 Miami Beach Garden Conservancy	\$ 12,977	\$ 20,000	\$ 11,000	\$ 4,400	\$ 15,400
10 Miami Beach Hispanic Community Center	\$ 4,000	\$ 9,000	\$ 6,000	\$ 2,400	\$ 8,400
11 MIAMIntelligence	n/a	\$ 10,000	\$ 6,000	\$ 2,400	\$ 8,400
12 Story Theater	\$ 7,000	\$ 20,000	\$ 9,000	\$ 3,600	\$ 12,600
13 The Education Fund	n/a	\$ 20,000	\$ 9,000	\$ 3,600	\$ 12,600
Total	\$ 49,954	\$ 194,575	\$ 76,790	\$ 28,385	\$ 105,175
Cultural Presenters					
1 Arts at St. John's	\$ 8,977	\$ 10,000	\$ 6,000	\$ 2,400	\$ 8,400
2 Center for Emerging Art	\$ 9,977	\$ 10,000	\$ -	\$ -	\$ -
3 Concert Association of Florida	\$ 20,000	\$ 20,000	\$ 11,000	\$ 4,400	\$ 15,400
4 Creative Arts Enterprises	n/a	\$ 8,000	\$ 6,000	\$ 2,000	\$ 8,000
5 Florida Dance Association	\$ 12,977	\$ 20,000	\$ 14,000	\$ 5,600	\$ 19,600
6 Rhythm Foundation	\$ 13,977	\$ 10,000	\$ 8,000	\$ 2,000	\$ 10,000
7 South Florida Composers Alliance	\$ 9,977	\$ 10,000	\$ 4,000	\$ 1,600	\$ 5,600
8 Tigertail Productions	\$ 12,977	\$ 20,000	\$ 11,000	\$ 4,400	\$ 15,400
Total	\$ 88,862	\$ 108,000	\$ 60,000	\$ 22,400	\$ 82,400
All Totals:		\$ 500,790	\$ 100,825	\$ 601,615	